

**REMARKS**

Claims 1-3, 5-8 and 10-14 are all the claims pending in the application.

**Claim Rejections - 35 U.S.C. § 103(a)**

Claims 1, 5, 6, 10 and 11-14 stand rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over Dureau et al. (6,118,472) in view of Clark (5,089,885) and Majeti (US 5,534,913).

Claim 1 recites, *inter alia*, “wherein said provider's server has a function to add an identification code of the mobile telephone to the display data, and said television set selects the display data based on a comparison of an identification code of the television set and the identification code added to the display data.”

In the rejection, the Examiner contends Dureau and Clark disclose most of the features recited in claim 1, but conceded they fail to disclose “said provider's server adds an identification code to the display data, and said television set selects the display data based on the identification code.” (*Office Action*, p.4). More specifically, the Examiner alleges Majeti discloses addressing data to particular users wherein the data is broadcast to many users over a common broadcast channel, thus the receiver equipment must select received data for display based on the address information included in the broadcast, for the benefit of targeting data to different users over a broadcast distribution network. (*Id.* at p. 5).

First, Applicant submits the Examiner has misconstrued Majeti because Majeti fails to disclose that any identification code is attached to the display data which is displayed on a television. Rather, Majeti expressly discloses a system wherein the relatively wide bandwidths provided by cable television systems is utilized to transmit information to users at substantially greater rates than can be accomplished by modem transmission over a telephone network. (col. 1,

lines 47-55). To accomplish this, Majeti discloses a system, which in response to a user's request, transmits a plurality of packets of information addressed to the requesting user. (col. 4, lines 6-10). This addressing is what the Examiner improperly construes as the recited identification code. A split channel bridging unit 16 receives the packets as digital information and translates it into a broadband signal, which is then delivered to cable distribution head ends 30A-30N. This is the user requested data that is eventually transmitted to a person computer in the user's home. Additionally, a second type of data, cable programming, is also delivered to the head end units by cable sources 32. (col. 4, lines 10-17; FIG. 1). These two different and distinct data signals are multiplexed into cable television bandwidth signals, and then broadcast. (col. 4, lines 19-23).

At the customer premises, the multiplexed signals are split into: (1) the respective cable TV signal (cable programming) and (2) the information addressed to the particular user. (col. 4, lines 26-36). The cable programming goes to the set top box 62 and the information addressed to the particular user is transmitted to a personal computer 74. (col. 4, lines 30-36). Thus, even if the cable programming sent to set top box is construed as the recited display data, no identification code is ever added to this display data. Rather, Majeti merely discloses that the address information is added to the information requested by the user. In this way, Majeti fails to disclose than any address information is added to the cable programming. Moreover, the information requested by the user does not correspond to the recited display data. Specifically, it cannot be said that Majeti discloses showing the result of the operation on the screen of said television set based on the user requested information. This user requested information is never correlated with any showing of display data on the screen of a television. Moreover, Majeti fails to disclose adding addressing information to the display data, i.e., cable programming.

Second, even if the Examiner contends that Majeti supports that an identification code could be added to the display data, because neither Majeti, Dureau nor Clark disclose that the identification code of a mobile phone would be added to the display data, Applicants submit the applied combination fails to disclose all the features recited in claims 1 and 6. Additionally, Applicants submit claims 5, 10, 11 and 13 are allowable at least by virtue of their dependency.

**Claim Rejections - 35 U.S.C. § 103(a)**

Claims 2, 3, 7, and 8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dureau and Clark as applied to claims 1 and 6 above, and further in view of Shimomura et al. (6,526,580, of record) [Shimomura].

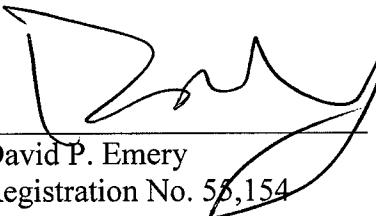
Applicant respectfully submits that because Shimomura, either alone or in combination with Dureau and Clark, fails to remedy the deficiency of the Dureau/Clark/Majeti combination as discussed above, claims 2, 3, 7 and 8 are allowable, at least because of their dependency.

**Conclusion**

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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